



Cambridge Crossroads
Communications Work Group
Meeting Minutes
Thursday May 27, 2009

7:20 - 9:00pm
Joel Page's home, Cliff Reynolds Rd

Attendees:

Peter Ingvaldstad, Phyllis Shanley, Mark Schilling, Joel Page, Dennis Shanley.

Agenda:

Call to Order, identify chairperson.

Amend/accept agenda.

Brief review of status and progress.

Topics

- Media Spokesperson (added during meeting)
- issue of whether there will be some sort of policy board for the newsletter
- related newsletter issues like advertisement
- something about sharing with the Transcript and issues that raises
- more recommendations regarding "community front page"
- scope of wiki vis-a-vis businesses
- funding for website work -- development and maintenance

Next steps

Adjourn

Meeting Convened:

Call to order at 7:20pm. Dennis Shanley, chair. Phyllis Shanley, minutes.

Discussion:

Topic: Need a Media Spokesperson

The News & Citizen erroneously printed an announcement of tonight's meeting as a Cambridge Crossroads general meeting at CES. Dennis stuck a notice on the door at CES to point anyone who read it to the correct meeting place, though no one came whom we didn't expect. Peter thought that Kathy Johnson had an old list. Mark agreed to monitor news releases.

Topic: Community Center

Joel & Peter: We are creating a virtual community center with our newsletters, word of mouth, Calendar, press releases (especially Kathy Johnson), and the minutes of our traveling meetings.

Topic: Newsletter Content

Mark is looking for content. Joel (history), Andrea (conservation), Denise Sargent (Rescue Squad), and Tricia Hogan (Rotary) have all offered to contribute on a regular basis. Other ideas are a Crossroads progress report, a small business column, and a webmaster's note. Melora Hunt & Mary Fiedler will confer re: kids writing something for a Kids' Corner.

Topic: News Exchange

Dennis asked how we can get press releases from other sources. Mark says Smuggs could fill our newsletter, but should we? Where do we draw the line between community volunteers and business? Joel suggested a cooperative effort - we accept their content (advertising) and they print our publication. Phyllis suggested a careful approach so as not to appear to be an arm of Smuggs, but admitted that someone has to take the first steps. Dennis suggested running business cards at \$10/mo. Mark forwarded to some of us the following note proposing an exchange:

I received notice of your newsletter and wanted to write to share our News and Citizen/Transcript newsletter with you. I would be happy to create placement to announce your newsletter in ours - which is emailed to our business contacts every Monday. If you would be willing to reciprocate, that would be much appreciated.
Best Regards,

*Mary L. Collins
Sales Manager
NEWS & CITIZEN/TRANSCRIPT*

Topic: Jeffords Park Project

Not going to happen this summer.

Topic: Cambridge Community Front Page

Mark offered vtotch.com as a short, easy domain name. *[Subsequently, he has also purchased cambridgevt.com]* Mark said we should start branding now: pick a simple, easy url and stick with it. It can be put on signs, such as the welcome signs at the roads into our villages. Peter said the Rotary wants to add their logo to those signs, which are somewhat deteriorated by the weather.

Joel suggested drafting the community into design choices for the Web presence. Mark said it would never get done; better to just do it and then announce it. Dennis proposed two options:

- .. Do something and review it at the general meeting of Crossroads, ask everyone to pick a url
- .. Do a page, send out the url, get feedback via email.

Peter offered some photos he took around Town and a collage to use as a basis.

Topic: Wiki Content

We agreed to open the question of content and scope to the general meeting.

Topic: Funding

Joel advised that the Municipal Web site should be treated separately and that Cottage Industries Ltd should approach the Select Board directly regarding funding and requirements. Volunteers can reasonably be reimbursed for out-of-pocket expenses but not for time spent.

Meeting Adjourned:

Adjourn at 9:pm